



NEWS RELEASE

FOR IMMEDIATE RELEASE

April 29, 2020

Contact: Marina Melo

Economic Development

Marketing Coordinator

Phone: 954.921.3620

E-mail: mmelo@hollywoodfl.org

THE CITY OF HOLLYWOOD ANNOUNCES SUMMER 2020 VIRTUAL FASTTRAC® START-UP PROGRAM

***Early-Stage Entrepreneurs and Existing Businesses Invited to May 7, 2020
Informational Webinar***

HOLLYWOOD, FL – In an effort to develop programming to assist its entrepreneurial and small business community during today's uncertain economy, the City of Hollywood's Office of Communications, Marketing & Economic Development (CMED) will be offering a virtual edition of its free FastTrac® Start-Up Program from June through August. Designed to guide early-stage entrepreneurs with the necessary steps to launch a business, this program will also assist existing businesses to develop a plan around new lines of products and services to better adapt to COVID-19 challenges. **Registration is now open at <https://fasttracstartup-informationalwebinar.eventbrite.com/> for the Informational Webinar on Thursday, May 7, 2020 from 4:00 p.m. to 5:00 p.m.**

As a Kauffman FastTrac® affiliate, the City hosts the FastTrac® program to help entrepreneurs refine a business concept, identify the components of a strong business plan, and access the needed resources for launch. At the end of the course, completed business plans will be evaluated and the top three will be eligible for seed money grants. Participants in the FastTrac Start-Up Program will also have direct access to subject matter experts with invaluable business know-how. As a top resource for entrepreneurs for the past 27 years, the Kauffman Institute has lowered the barriers to entrepreneurship with practical learning materials for those aspiring to start a business.

"This summer's course follows the City's 1st FastTrac® Start-Up program held last fall, which successfully graduated 17 entrepreneurs," said CMED Director, Raelin Storey. "We are committed to continuing to present programs that are geared to support the development and

Marina Melo
City of Hollywood, Florida
954.921.3620/mmelo@hollywoodfl.org

Visit www.hollywoodfl.org or follow us on    



growth of businesses in the City of Hollywood, particularly during this difficult and disruptive time in our economy.” [Watch this video](#) to see what previous graduates had to say about their experience.

Eligibility criteria for FastTrac® includes:

- A well thought-out idea for a new business
- Two years of work experience
- Access to a computer to participate in the virtual courses and complete assignments
- Some market research on business idea
- Commitment to participate in all sessions (approximately 30 classroom hours) and complete prep work (approximately 15-20 hours per week)

Interested participants must submit a complete application online during the application period beginning May 7 through May 21 for this competitive program. All FastTrac® Start-Up Program sessions will be held through WebEx virtual meetings for accepted applicants from **June 2, 2020 through September 10, 2020** from **4:00 to 5:30 p.m.**

The FastTrac® Start-Up Program is free and open only to Hollywood residents and businesses. Space is limited. For more information, contact the City of Hollywood at 954-921-3620 or by [email](#).

###

Marina Melo
City of Hollywood, Florida
954.921.3620/mmelo@hollywoodfl.org

Visit www.hollywoodfl.org or follow us on    